

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-10 NSAE-00

PA-01 ICA-11 SP-02 /037 W

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P R 081620Z SEP 78

FM AMCONSUL HAMILTON

TO SECSTATE WASHDC 2920

INFO AMEMBASSY LONDON

CONFIDENTIAL HAMILTON 416

E.O. 11652: GDS

TAGS: PINT, PINS, BD

SUBJECT: UNITED BERMUDA PARTY (UBP) PUBLIC RELATIONS FIRM -

JOHN WILLIAMS

REF: HAMILTON 410

1. THIS MORNING'S ROYAL GAZETTE LEAD HEADLINE IS QUOTE MAKEBERMUDA 51ST

U.S. STATE SAYS PR EXPERT UNQUOTE. JOHN WILLIAMS, THE UBP HIRED PUBLIC

RELATIONS TYPE, WHOSE BACKGROUND AND ACTIVITIES WERE DETAILED IN REFTEL

GRANTED AN EXCLUSIVE TWO-HOUR INTERVIEW TO THE GAZETTE ON SEPT 7. THE  
LEAD SENTENCE IN THE ARTICLE STATES QUOTE JOHN A. WILLIAMS, THEAMERICAN

PUBLIC RELATIONS EXPERT HIRED BY THE UNITED BERMUDA PARTY TO DRASTICALLY

OVERHAUL ITS IMAGE BEFORE THE NEXT ELECTION, THINKS BERMUDA SHOULD  
BECOME

THE 51ST AMERICAN STATE. UNQUOTE.

2. THE FULL TEXT OF THE INTERVIEW IN QUESTION AND ANSWER FORMAT APPEARS  
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ON PAGE FOUR. THE QUESTION WHICH ELICITED THE HEADLINE STATEMENT IS  
QUOTE HOW WOULD YOU LIKE BERMUDA TO DEVELOP OVER THE NEXT FEW YEARS?  
ANSWER: I WOULD LIKE BERMUDA TO BECOME THE 51ST STATE OF THE U.S. I  
THINK IF THE MECHANISMS WITHIN THE BERMUDA AND U.S. GOVERNMENTS WERE  
WORKED OUT IT WOULD BE VERY NICE. BERMUDIANS TEND TO BE MORE ATTRACTED

TO AMERICA THAN CANADA AND BRITAIN.

I DON'T KNOW IF THIS IS A POSSIBILITY OR NOT. THE QUESTION IS WHETHER  
THE U.S. GOVERNMENT WOULD BE WILLING TO TAKE ON ANOTHER STATE, OF WHICH

THE POPULATION WAS PREDOMINANTLY NON-WHITE. BUT THEY'VE DONE IT IN  
ALASKA AND HAWAII. I AM NOT PUTTING FORWARD THE IDEA TO THE UBP. UNQUOTE.

3. ARTICLE GOES ON TO SAY THAT WILLIAMS HAD ADMITTED IN THE INTERVIEW  
THAT HE HAD DIFFICULTIES QUOTE IN THE PAST WITH THE CIA UNQUOTE WHO HAD

QUOTE WORKED ON UNQUOTE A TELEPHONE IN HIS NEW YORK APARTMENT. HE  
ALSO STATED THAT THE REVEREND JESSE JACKSON HAD, IN 1970, ALLEGED IN  
THE AMERICAN MAGAZINE JET, THAT WILLIAMS WAS A SPY FOR THE CIA.  
HE STATES THAT WITH THE THREAT OF A LAWSUIT THE MAGAZINE SUBSEQUENTLY  
PUBLISHED A RETRACTION.

4. I SEE NO IMMEDIATE PROBLEM IN HANDLING EXPECTED INQUIRIES FROM MEDIA

HERE. AS I HAVE NEVER SEEN OR SPOKEN TO WILLIAMS, I CAN FORCEFULLY  
AFFIRM SUBSTANCE OF STATEMENT QUOTED IN PARA 4 OF OUR REFTEL. I AM CON-

CERNED ABOUT THIS UNFORTUNATE STATEMENT TO THE EXTENT THAT THE  
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READER WHO ONLY LOOKS AT HEADLINES, WILL CONJURE UP VISIONS OF U.S.  
IMPERIALISM. FURTHER, I THINK IT IS UNFORTUNATE FOR THE UBP AND THE  
PREMIER THAT THIS STATEMENT IS ATTRIBUTED TO THE PERSON WHO IS PURPORT-

EDLY FUNCTIONING AS THE PARTY'S IMAGE MAKER. THE PREMIER IS OFF THE  
ISLAND UNTIL SEPT 10. I WILL TRY TO GET HIS REACTION DURING  
OUR REGULAR BI-WEEKLY MEETING NEXT WEEK.

5. ALTHOUGH I EXPECT WILLIAMS' SOJOURN ON THE ISLAND WILL BE CUT SHORT,

ANY BACKGROUND INFORMATION ON WILLIAMS THAT MAY BE OBTAINED WOULD BE  
APPRECIATED. ONLY INFORMATION I HAVE IS THAT HE IS A SOCIOLOGIST AND  
AUTHOR OF SOME NOTE, SOMETIME LECTURER AT BOSTON UNIVERSITY AND RESIDES

IN NEW JERSEY.

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## Message Attributes

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**Concepts:** PUBLIC RELATIONS  
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